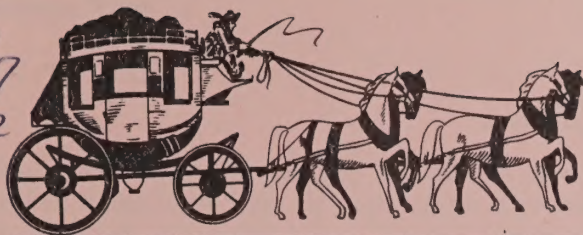


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## FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1954 Edition - No. 4

March 3, 1954

### 1954 SALES

Stutsman County Agent "Jack" Miller still leads the entire field with 80 Wheat and 113 Flax sales; but, we see where George Opland from Ward is beginning to move and is in second place with 50 Wheat and 31 Flax sales. Bauer from McLean is in third place. Several agents report twenty or more sales. Top Multiple agent is Floyd Brudevold of Barnes, followed by "Jim" King in LaMoure County. Who will be out in front next week?

What about you fellows with the goose eggs? When do you plan to start selling? Certainly the need for crop insurance is apparent in ALL COUNTIES. And, you agents that failed to send in a report, what are you doing? We hope that you have been just too busy selling to prepare a report; but, we do need reports each week.

Let's start the Score Card on it's way upward toward the goals we set at our meetings. You didn't think our goals were too high then but time is growing short and much work remains to be accomplished.

You have a good sound product to sell but no person will grab the pencil out of your hand to sign an application. Insurance must be SOLD. There is no substitute for personal contacts and enthusiasm. Let's start using up more shoe leather.

### SALES AIDS

Posters and pamphlets are now available. If you can use some, order immediately telling us how many will be needed. Copies of pamphlets on hand are enclosed.

### REPORTS

Please check your reports before submitting them each week. We are still unable to make them check from one week to the next. Review your files and get the "to-date" totals correct on the report for the week ending March 4.





ACREAGE REPORTS

The same form (FCI-219) is to be used for Wheat and Flax as was used in 1953. Order supplies now if you have not done so. Wheat acreage report procedures have been distributed. Study and make your plans for obtaining reports. It won't be long before seeding will start. Multiple acreage reports are not available yet.

FCI-8's - NOTICES OF LOSS

Supplies are available. Submit orders for the number you will need.

TRANSMITTING APPLICATIONS

Arrange applications in numerical order on the transmittal sheet. Applications should be arranged in the same order and attached to the corresponding transmittal sheet with a staple or a rubber band, if possible. Attach wheat applications to the wheat transmittals and do the same for flax in counties where both programs are operating.

MAILING LISTS AND PENALTY INDICIA

Be certain lists are correct. We are having numerous letters returned to this office where addresses, etc. are not correct. Be sure to keep track of spoiled envelopes, cards and non-returns when cards are sent out.

PREMIUM ACCOUNTS

We urge you to keep accounts current and make an active effort to collect all outstanding amounts. Remember that contracts will be cancelled if indebtednesses are not paid even though the amount involved may be small. Your income is based on contracts in force and premiums earned and paid. Keep as many in force as you can. Personal contacts will undoubtedly be needed to collect many of the amounts remaining unpaid.

1953 EXPERIENCE MAPS

Maps should be submitted as soon as possible. Area lines and noninsurable land must be shown. Have your District Supervisor check maps before submitting.

RETURN ADDRESSES ON ENVELOPES, CARDS

If you stamp your address on an envelope or card in the upper left hand corner for return purposes be sure you block out any Fargo address shown. When mail is undeliverable the Post Office Department must know to whom the envelope or card should be returned. When two return addresses are shown they don't know and have therefore requested that only one return address be shown rather than two as has been the case.





SALES SCORE CARD  
(As of February 19, 1954)

<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>	<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>
Adams	15			McLean	31	31	
Barnes			33	Mercer	6		
Benson	8	No Report		Morton	7		
Billings	0			Mountrail	24		
Bottineau	18	2		Nelson	9	1	
Bowman	0			Oliver	2		
Burke	3			Pembina	4	2	
Burleigh	6			Pierce			0
Cass	29	27		Ramsey	13	4	
Cavalier	12			Ransom			13
Dickey			24	Renville	2		
Divide	0			Richland			14
Dunn	11			Rolette	21		
Eddy	0	1		Sargent			11
Emmons	0			Sheridan	24		
Foster	1	0		Sioux	0		
Golden Valley	No Report			Slope	No Report		
Grand Forks			14	Stark	3		
Grant	4			Steele			11
Griggs	0			Stutsman	80	113	
Hettinger	20			Towner	18		
Kidder	1			Traill	20	18	
LaMoure			26	Walsh	11	8	
Logan	3			Ward	50	31	
McHenry	6			Wells	16		
McIntosh	11			Williams	13		
McKenzie	2						

TOTAL WHEAT SALES - 504

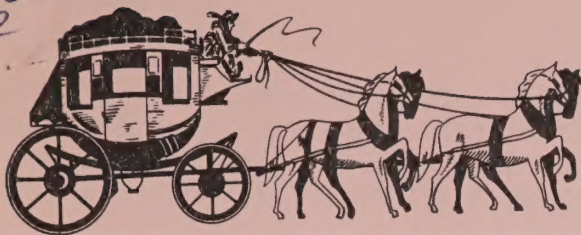
TOTAL FLAX SALES - 238

TOTAL MULTIPLE SALES - 146



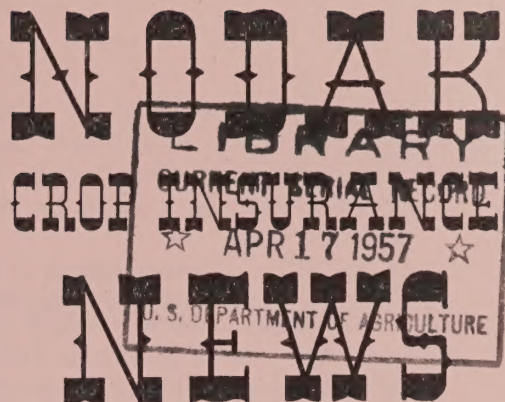


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## FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1954 Edition - No. 5

March 10, 1954

### SALES

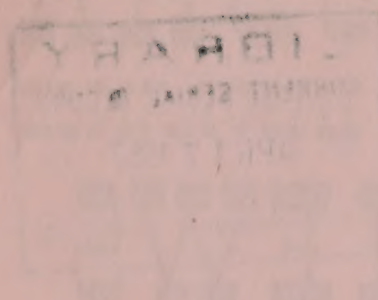
For your information we are reproducing Manager C. S. Laidlaw's Weekly Summary dated March 5, 1954. Mr. Laidlaw said in this summary, "In the spring sales campaigns, the zero hour has arrived when only a strenuous effort to increase participation from now until the closing dates will obtain the satisfactory results that we should all be striving to attain. It is the pay-off period when all FCIC personnel from the agents through this office are on the spot.

Results will add up from good agent performances every day in every county. That should be one big advantage of our new method of operation over the previous one. The insurance business is just like any other important competition. You can have a lot of speculation about what should be done and what should happen, but the decision is on the scoreboard at the finish. With every agent striving to add every contract possible to our total, it can add up to a considerably better performance than most of you will expect based upon the performance of your states and counties.

In the past it has been the policy to tell farmers that they have until a certain deadline date to make up their minds regarding whether or not they will apply for crop insurance. This has been possible because budgets were adequate and business was written even though the risk of loss was unusually high in an area at the time the sales were being made. Naturally, any person who understood insurance could be a successful salesman if crop prospects were very poor. Certainly it is not conducive to strengthening the crop insurance operation to accept business when the risk of loss is far above normal.

Consequently, there is now no guarantee regarding how long farmers have to decide whether they want crop insurance. We are confronted with the necessity of spreading our risk more widely and must avoid taking on additional risk under conditions where chances of paying indemnities on any contracts written is considerably above normal. I realize that a poor crop outlook can change rapidly, but I also realize that if it doesn't crops will fail and we will be paying off heavily. I have no reluctance about paying off claims to farmers who have carried crop insurance on an insurance basis - paying premiums each year so that if crop failure strikes they will have its protection. I am not inclined to be sympathetic toward those farmers who want to take out insurance on their barn after it is already on fire. That is the situation when, due to





FARGO, NORTH DAKOTA  
MOUNTAIN STATE NEWSPAPER

March 11, 1917

11th Edition - Vol. 2

WIRE

For your information we are forwarding through a S. Jackson's Special Delivery dated March 2, 1917. Mr. Jackson said in this message, "The matter is being handled, the men have arrived and will be returned to the States as soon as possible. The men will be returned to the States as soon as possible. It is the best of the best."

Results will not be long and again, the men will be returned to the States as soon as possible. The men will be returned to the States as soon as possible. It is the best of the best."

In the case of the men who are being returned to the States as soon as possible. The men will be returned to the States as soon as possible. It is the best of the best."

Consequently, there is not a man who is being returned to the States as soon as possible. The men will be returned to the States as soon as possible. It is the best of the best."



unusually poor crop prospects, farmers come rushing to sign up for crop insurance. Whenever prospects start taking any kind of insurance away from the agent the company better stop and take a look. People just don't spend their money that readily. They must first be shown the value of what they are buying.

I am pointing this out at this time because over a considerable part of the winter wheat area prospects for 1955 winter wheat are not bright. If these conditions do not improve, we will not be selling winter wheat insurance in those particular areas and counties until the usual closing date. Sales will be closed earlier in order not to be writing insurance in the face of such high risk. Consequently, the winter wheat agents should get to work immediately building their business on a solid basis with applicants who see the value of this protection and will carry it on a continuing basis. They have time in which to do a good volume of business before either the producers or the Corporation can see how the 1955 risk compares with normal.

However, it is not enough for the agents to recognize this possibility. We must also make sure that farmers generally know that we are not going to continue to accept business as in the past in the face of unusual hazards. To the degree that this policy is followed, we will strengthen our operating results and we will make plain to all that there is real value to the farmer in having a continuing contract in force and ready to help him over any rough spots due to crop failure.

I believe that all good agents will welcome this policy since it will make more effective early selling possible and help to overcome the idea that crop insurance is a farm program under which you have a specified period in which to decide whether or not you can take advantage of it this year. It should also enable the agent to get more mileage in the way of increased business from losses paid in his county or even other counties and states.

Private insurance makes good use of losses paid to increase business. I doubt that full advantage has been taken of such opportunities in crop insurance. I hope that agents, supervisors, and state directors will make effective use of the losses that have been paid in a county not only during the past year, but throughout the period that insurance has been offered. Indemnity checks make a significant contribution whether they go to a few farmers or to many. When losses are heavy in a county or state, the contribution of crop insurance becomes of major importance. When this happens, I am afraid that we do not make enough business and professional people aware of the value of the backstopping job done by crop insurance.

In those counties where there have been no extensive losses paid, the loss experience of other counties can be used to illustrate why good reserves must be built and to emphasize the fact that the favorable years that have passed do not guarantee the future - the past is history and the future is always uncertain. In almost every instance it can be shown that the liability which is being carried by the Corporation in a county is far in excess of the reserve that has been accumulated. This fact points out that one heavy loss will nullify all the premiums that have been accumulated during the good years. The need for insurance protection is not reduced in the case of a county or an individual because they have not had a loss. The law of averages has, in fact, moved closer so that the future need is greater. I have never heard of an individual standing and watching another's house burn and exoressing the wish that it was his own.







I have heard complaints that something is wrong with crop insurance because someone has carried it for several years and has not collected an indemnity while others have. This illustrates that we have not successfully sold crop insurance as insurance in these instances. Such individuals are not thinking of their protection as insurance but as a program from which they expect to collect. It is very important that our agents work toward the goal of getting the farmers participating in crop insurance to have the same attitude that they have on other insurance. When our farmers recognize that they are fortunate when they do not collect on their policies, our insurance foundation will be much firmer than it has been in the past."

We have nothing more to add except to say if you don't have someone going down the road making contacts and signing up applicants you won't make a good showing in 1954.

#### THE LEADERS

The Score Card shows that Jack Miller is still leading the field in both wheat and flax sales with George Opland in second. Ira Landis in Adams County (a new county this year) is in third on wheat with "Hub" Fulton and John Bauer tied for the fourth position. Bauer is third in flax sales but Fulton is only one behind this week. Brudevold and King continue to lead the multiple counties but it looks like Walt Scott in Dickey and Hub Fulton in Richland will start crowding them for the top positions.

How about you fellows in Supervisor "Red" Thexton's area? Some of you should be able to give the present leaders a little more competition and maybe even take over the lead before the end of the sales campaign. We know "Red" is doing all he can to help you but he can't do the whole job.

And you "No Reporters" in Jesse Olson's area, what are you doing to help increase business. Some of you should be among the leaders too.

#### THE CREDIT ANGLE

Some successful crop insurance agents attribute their success to the fact that they have contacted every bank, other lending agencies, seed and fuel dealers in their counties and have been able to obtain their cooperation and endorsement of our program. The assignment feature of our policy is a good selling point and should be called to the attention of anyone who extends credit. Too many lenders of money still don't know about it.

#### MISCELLANEOUS

Supervisor Jesse Olson is in the hospital but is recovering satisfactorily and will be on the job again soon. Supervisor Martin Schmidt has been working in Jesse's area during the past week.

Some agents plan to have supplies of pamphlets at elevators, banks and other places where farmers do business. A good idea but don't forget to put up some posters too at these places if you can.





SALES SCORE CARD  
(As of February 26, 1954)

<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>	<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>
Adams	45			McLean	35	35	
Barnes			50	Mercer	9		
Benson	15	4		Morton	11		
Billings	0			Mountrail	30		
Bottineau	28	4		Nelson	19	2	
Bowman	0			Oliver	3		
Burke	4			Pembina	5	2	
Burleigh	11			Pierce			4
Cass	35	34		Ramsey	18	5	
Cavalier	15			Ransom			16
Dickey			33	Renville	5		
Divide	0			Richland			26
Dunn	17			Rolette	26		
Eddy	3	4		Sargent			22
Emmons	No Report			Sheridan	30		
Foster	1	3		Sioux	No Report		
Golden Valley	No Report			Slope	No Report		
Grand Forks			23	Stark	4		
Grant	No Report			Steele			14
Griggs	5			Stutsman	106	142	
Hettinger	26			Towner	23		
Kidder	5			Traill	23	21	
LaMoure			43	Walsh	27	19	
Logan	11			Ward	67	44	
McHenry	17			Wells	23		
McIntosh	11			Williams	22		
McKenzie	2						

TOTAL WHEAT SALES - 741

TOTAL FLAX SALES - 319

TOTAL MULTIPLE SALES - 231



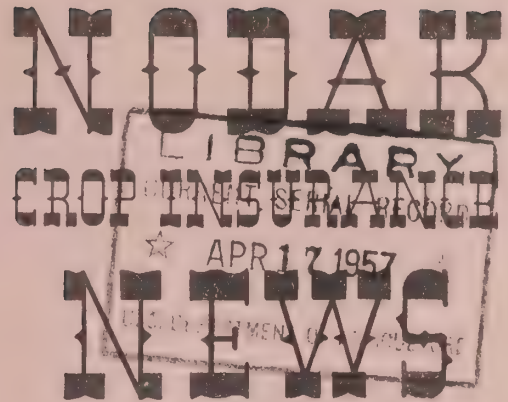


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## FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1954 Edition - No. 6

March 17, 1954

### SALES

Less than two weeks remain of our selling period. The zero hour has arrived. According to the attached Score Card, a tremendous amount of work remains to be done if we are to do what is expected of us. Too many agents haven't used up enough shoe leather yet. Too many prospects remain to be contacted. We expect every prospect to be contacted by the closing date. There is only one way to make contacts and that is to go down the road, knock on doors, talk to your prospects, give them a thorough explanation of the advantages of protection of investment with a Federal Crop Insurance policy. However, to make the task easier, use every means of publicity available -- letters, ads, radio spot announcements, etc. Perhaps several agents could get together to pay for radio announcements since the coverage will be over several counties from most stations. County agents also have radio spots and would probably be willing to give you some of their time. Make use of every possible sales aid.

In the western part of the state where we had quite a lot of snow lately, crop prospects may be improved now but conditions can change rapidly and the outlook could be pretty dark by harvest time or even sooner. Remember last year, hundreds of policies were sold on the basis of a drought condition in the spring and we ended up paying for losses due to excessive rain. We still have time to sell, let's make hay while the sun shines and let's get as many contracts on the books as we can while we can.

### THE LEADERS

Jack Miller continues to lead in wheat and flax sales and George Opland is still in second place. Ira Landis is the third best wheat salesman. Hub Fulton is now the fourth place holder. Vern Disrud of Rolette has moved into the fifth wheat spot. Several agents are close behind and we expect to see more changes in the top "5" wheat salesmen next week. Fulton is in third on flax sales, followed by John Bauer and Joe Machart of Walsh.

Brudevold is maintaining a slim lead on multiple sales with King and Fulton right behind him.

Jack Miller has replaced all of his flax cancellations and is well on his way toward meeting the flax goal set for his county. Jack is proving that the job can be done.





SALES SCORE CARD  
(As of March 5, 1954)

<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>	<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>
Adams	68			McLean	37	44	
Barnes			53	Mercer	10		
Benson	15	4		Morton	12		
Billings	1			Mountrail	40		
Bottineau	42	4		Nelson	21	2	
Bowman	2			Oliver	3		
Burke	7			Pembina	6	2	
Burleigh	14			Pierce			10
Cass	49	52		Ramsey	20	5	
Cavalier	29			Ransom			21
Dickey			39	Renville	10		
Divide	1			Richland			49
Dunn	20			Rolette	43		
Eddy	4	5		Sargent			25
Emmons	1			Sheridan	37		
Foster	5	5		Sioux	2		
Golden Valley No Report				Slope	0		
Grand Forks			30	Stark	6		
Grant	6			Steele			14
Griggs	5			Stutsman	115	153	
Hettinger	30			Towner	31		
Kidder	7			Traill	25	23	
LaMoure			51	Walsh	36	29	
Logan	17			Ward	92	58	
McHenry	19			Wells	32		
McIntosh	15			Williams	28		
McKenzie	2						

TOTAL WHEAT SALES - 965

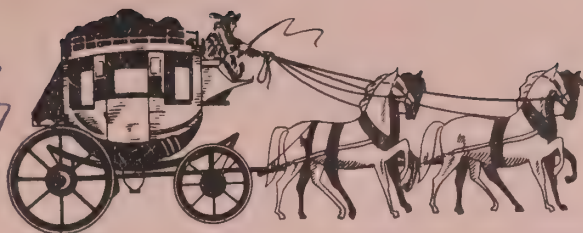
TOTAL FLAX SALES - 386

TOTAL MULTIPLE SALES - 292



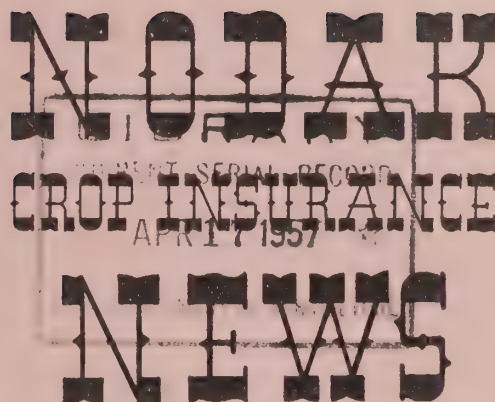


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## FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1954 Edition - No. 7

March 23, 1954

### SALES

A week from Wednesday, on March 31, the 1954 sales campaign will be history. When the final tally of sales is made, where will you stand? Will you be among the agents who have replaced their cancelled contracts and have increased the business in their counties? Will you be able to say that you did the best possible job in contacting prospects and explaining the benefits of Crop Insurance to them? Or, will your performance add up to that of the agent who had a telephone conversation with his District Supervisor only two weeks before the closing date that went like this:

Supervisor: "How are you, Mr. \_\_\_\_\_?"  
Agent: "Fine."  
Supervisor: "How are you getting along with all the work?"  
Agent: "Fine."  
Supervisor: "Are you getting a lot of applications signed up?"  
Agent: "No."  
Supervisor: "Well, how many sales have you made to date?"  
Agent: "None."

Let's give the seat of our pants a rest and instead wear out that pair of shoes. A lot can still be done by the closing date. Many contacts are still possible and many sales can be made.

Our radio publicity has started and we have state wide coverage. Your ads and letters should now start to show results. Let's make the last few days really count and when we total up the results we will find that we did do a fairly good job.

### THE LEADERS

#### Wheat

1. Jack Miller (Stutsman)
2. George Opland (Ward)
3. Ira Landis (Adams)
4. Hub Fulton (Cass)
5. Vern Disrud (Rolette)

#### Flax

1. Miller (Stutsman)
2. Opland (Ward)
3. Fulton (Cass)
4. John Bauer (McLean)
5. Joe Machart (Walsh)

#### Multiple

1. Fulton (Richland)
2. King (LaMoure)
3. Brudevold (Barnes)



March 23, 1954

Hub Fulton is the new Multiple sales leader and is also moving up fast in Flax sales in Cass County with George Opland maintaining second place by only one sale over Hub.

Joe Anderson in Towner County and George Opland in Ward County have replaced their cancelled wheat contracts. Several other agents are close to doing this.

### SPECIAL

Our congratulations go to Ira Landis who has just advised us that he has signed up enough applications to qualify Adams County. This means that an insurance program will operate in every North Dakota County in 1954. Ira's efforts prove that the job can be done if an agent uses every sales aid available plus plenty of shoe leather.

### AN INTERESTED PROSPECT

Hub Fulton wrote to a prospect in Riverside, California, and sent him an application at the prospect's request. Upon receiving the form the prospect did not understand Item D as it applied to wheat and flax so he telephoned Hub at Fargo to get the information before he signed.

We think that this case proves that distant producers are interested in Crop Insurance and will sign applications if we can just get the story over to them of what we have to offer under the program. It also shows the need for explaining items that may be entirely clear to those working with the program but which are confusing to our prospects.

### ACREAGE REPORTS

It's time to be thinking more and more about this job as it comes next on our schedule of work. It is a big job as most of you know. Study the procedures and discuss your plans with your district supervisor.

We are enclosing a release which outlines the manner in which acreage reports and inspections will be handled where wheat acreage is designated for a use other than harvest.

We believe that all agents should discuss this matter with County ASC Committees so that there is a mutual understanding as to how we will handle redesignated acreage and to be sure that county committees advise insureds to check with you when an insured plans to destroy any acreage.

### COLLECTIONS

Flax and Multiple contracts will terminate automatically on March 31 if any amount is due the Corporation on that date.

Wheat contracts will be cancelled by means of a letter dated March 26 if the insured owes a past due account. You will receive a copy of all letters. Such cancellations can be reinstated only by payment of the amount due and by signing a new application by March 31.





March 23, 1954

Get all collections, notices of set-offs, etc., submitted immediately. Send checks, etc. directly to the Branch Office with their copy of the transmittal sheet. Call our attention to special cases without delay.

#### APPLICATIONS

Arrange in numerical order and attach to transmittals in the same manner. Check carefully before submitting to avoid suspensions. Submit all signed applications to the State Office by Monday, April 5.

#### ISSUING POLICIES

Be sure that a policy is given to each applicant at the time he signs the application. This is very important as the application, upon acceptance by the Corporation, and the policy shall constitute the contract.

#### ACTUARIAL FILES

We wish to call your attention to the importance of the "Official County Office Actuarial File". This folder has been prepared for each county and each piece of material in it has been stamped "official county office copy" and must not be removed from the county office. The contents of this folder are an official part of the insurance contract and the importance of it being intact and on file at all times cannot be over-emphasized. Extra copies which you have, which are not marked official copy, can be used for sales purposes, etc.

#### FINAL SALES REPORT

Your final sales report should be prepared on Monday, April 5. This will give you time to recheck your records carefully so that this report will include all sales and so that it will be complete and accurate in every respect. All signed applications are to be counted as sales even though some may be rejected later by the Corporation.





SALES SCOPE CARD  
(As of March 12, 1954)

<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>	<u>County</u>	<u>Wheat</u>	<u>Flax</u>	<u>Multiple</u>
Adams	89			McLean	44	52	
Barnes			60	Mercer	10		
Benson	24	10		Morton	16		
Billings	1			Mountrail	47		
Bottineau	60	7		Nelson	35	8	
Bowman	4			Oliver	4		
Burke	9			Pembina	9	3	
Burleigh	20			Pierce			17
Cass	65	74		Ramsey	25	6	
Cavalier	52			Ransom			28
Dickey			52	Renville	18		
Divide	1			Richland			67
Dunn	25			Rolette	63		
Eddy	5	6		Sargent			28
Emmons	1			Sheridan	41		
Foster	12	20		Sioux	2		
Golden Valley	2			Slope	5		
Grand Forks			43	Stark	7		
Grant	6			Steele			19
Griggs	9			Stutsman	127	176	
Hettinger	36			Towner	49		
Kidder	8			Traill	31	28	
LaMoure			62	Walsh	46	44	
Logan	20			Ward	115	75	
McHenry	29			Wells	47		
McIntosh	25			Williams	35		
McKenzie	2						

TOTAL WHEAT SALES- 1281

TOTAL FLAX SALES - 509

TOTAL MULTIPLE SALES - 376



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# FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

1954 Edition - No. 8

April 15, 1954

## A C R E A G E      R E P O R T S

Seeding is under way. It won't take long for insured's to seed all of their allotted wheat acreages. Be sure you are in the position to take an insured's acreage report when he is through.

At our meetings in February, we said that we would not set any more meetings unless you Agents wanted them. Our Supervisors report that you do want meetings on acreage report procedures, so we have scheduled meetings as follows:

### W H E A T      &      F L A X      C O U N T I E S

- |                                  |                                       |
|----------------------------------|---------------------------------------|
| April 22 - Jamestown (City Hall) | April 26 - Devils Lake (Mayer Hotel)  |
| April 23 - Minot (Courthouse)    | April 27 - Mandan (Memorial Building) |

ALL MEETINGS WILL START PROMPTLY AT 9:30 A. M.

We suggest that you bring your Secretaries with you. Please bring your acreage report procedures and some blank acreage report forms. Maybe you should bring all of your operating procedures and we will discuss anything that is not clear in the procedures.

A MEETING FOR MULTIPLE COUNTIES WILL BE HELD AT A LATER DATE





## 1 9 5 4     S A L E S

The 1954 sales campaign is over and the results are tabulated. The attached summary of business for each program shows where we stand at the present time. The net in force total will be changing as we complete our audit of applications since some sales will be rejected for various reasons, and some sales totals may be wrong. However, our grand total of contracts in force will be close to 45,500, which is a loss of some 2,200 from 1953.

In the attached summaries the carry-over figure includes those contracts that were reinstated by insureds before the closing date for cancellation for the commodity. 1954 sales include all applications that were signed by applicants. Wheat sales include those cases where the contract was cancelled because of a past due account and where the applicant paid and signed a new application by March 31. Eventually these will be considered as carry-overs for commission purposes. However, these cases do not affect the in-force totals.

A brief analysis of the sales campaign clearly shows that where Agents put forth a maximum effort, a pretty successful sales record was the result.

### F I N A L     S A L E S     L E A D E R S

#### WHEAT

1. Geo. Opland (Ward)
2. Jack Miller (Stutsman)
3. Ole Thompson (Bottineau)
4. Ira Landis (Adams)
5. N. J. Crockett (Cavalier)

#### FLAX

1. Jack Miller (Stutsman)
2. Geo. Opland (Ward)
3. Hub Fulton (Cass)
4. John Bauer (McLean)
5. Joe Machart (Walsh)

#### MULTIPLE

1. Hub Fulton (Richland)
2. Walt Scott (Dickey)
3. N. J. Lian (Grand Forks)
4. Jim King (LaMoure)
5. Floyd Brudevold (Barnes)

### OUR CONGRATULATIONS TO YOU TOP SALESMEN IN 1954

It is also interesting to note that some counties had sufficient sales to replace cancellations and to show good increases over 1953 contracts in force. WHEAT counties showing such increases are Bottineau, Burleigh, McHenry, Mountrail, Renville, Rolette, Sheridan, Stutsman, Towner, Ward and Wells. FLAX counties with increased business are McLean, Stutsman, Traill and Ward. Steele county





was the only Multiple county that increased business in 1954 over 1953. Congratulations to you Agents for a job well done. Other Agents almost showed an increase in business and we feel you also did a fine job.

### T H E   J O B   A H E A D

We must now turn our efforts to servicing the contracts we have in force. In other words, we must keep our policyholders happy by giving them the kind of service that they are entitled to under their contracts. We must know the provisions of the policy so that we can answer their questions, we must know our procedures so that acreage reports, premium collections, notices of loss, assignments, etc., can be properly prepared and completed to avoid any delay that may cause our policyholders an inconvenience. We want our customers to be satisfied. We want to give them the best possible service that we can. It will require a lot of work on the part of all of us at all levels of operation to do this, but the job can and must be done if we are to operate a successful business.

### G E N E R A L

From now on the "Nodak News" will be issued at irregular intervals. We will print it when we accumulate enough material to use. Anything that you agents feel is news for other agents should be sent in and we will try to use it in future issues.

Our Supervisors spent three days in the State Office this week and we discussed all phases of our program.

Supervisor Jesse Olson is recovering satisfactorily from his recent operation and will be on the job in the near future. Supervisors Schmidt and Tollefson helped in Jesse's area during his illness.

Supplies of FCI-24 cards are depleted but we believe that our Branch Office will prepare the headings on cards for all new applications and you will receive these in the near future.



SUMMARY OF BUSINESS (WHEAT)  
(As of April 15, 1954)

COUNTY	1953 Contracts In Force	Cancelled for 1954	CarryOver to 1954	1954 Sales	Estimated 1954 Contracts in Force
ADAMS		New county for 1954		189	189
BENSON	827	159	668	79	747
BILLINGS	128	67	61	1	62
BOTTINEAU	1358	82	1276	204	1480
BOWMAN	142	63	79	9	88
BURKE	446	133	313	39	352
BURLEIGH	436	43	393	69	462
CASS	1541	181	1360	169	1529
CAVALIER	1414	300	1114	183	1297
DIVIDE	225	73	152	5	157
DUNN	379	164	215	42	257
EDDY	411	85	326	27	353
EMMONS	515	186	329	16	345
FOSTER	329	30	299	31	330
GOLDEN VALLEY	259	31	178	7	185
GRAND FORKS	75	75	0	0	0
GRANT	266	72	194	39	233
GRIGGS	419	68	351	28	379
HETTINGER	425	106	319	101	420
KIDDER	561	62	499	16	515
LOGAN	683	185	498	75	573
MC HENRY	370	72	298	178	476
MC INTOSH	587	136	451	105	556
MC KENZIE	671	203	468	6	474
MC LEAN	1115	145	970	137	1107
MERCER	646	102	544	29	573
MORTON	750	139	611	41	652
MOUNTRAIL	337	53	284	135	419
NELSON	527	115	412	98	510
OLIVER	203	45	158	21	179
PEMBINA	1100	246	854	23	877
RAMSEY	1055	209	846	109	955
RENVILLE	375	69	306	118	424
RICHLAND	83	83	0	0	0
ROLETTE	521	75	446	162	608
SHERIDAN	859	65	794	73	867
SIOUX	78	13	65	3	68
SLOPE	269	101	168	20	188
STARK	479	168	311	31	342
STUTSMAN	1790	178	1612	219	1831
TOWNER	571	42	529	163	692
TRAILL	1000	65	935	62	997
WALSH	1618	380	1238	99	1337
WARD	922	113	809	306	1115
WELLS	685	102	583	125	708
WILLIAMS	919	118	801	94	895
TOTALS	28,369	5,252	23,117	3,686	26,803





SUMMARY OF BUSINESS (FLAX)  
(As of April 15, 1954)

COUNTY	1953 Contracts In Force	Cancelled for 1954	Carry-Over to 1954	1954 Sales	Estimated 1954 Contracts in Force
BENSON	261	61	200	20	220
BOTTINEAU	216	46	170	32	202
CASS	1247	197	1050	158	1208
EDDY	268	73	195	19	214
GRAND FORKS	50	50	0	0	0
FOSTER	No county in 1954			74	74
MCLEAN	417	88	329	151	480
NELSON	145	30	115	13	128
PEMBINA	412	79	333	13	346
RAMSEY	169	40	129	39	168
RICHLAND	79	79	0	0	0
STUTSMAN	1146	128	1018	294	1312
TRAILL	755	54	701	69	770
WALSH	1301	225	1076	103	1179
WARD	410	70	340	166	506
TOTALS	6,876	1,220	5,656	1,151	6,807

SUMMARY OF BUSINESS (MULTIPLE)  
(As of April 15, 1954)

COUNTY	1953 Contracts In Force	Cancelled for 1954	Carry-Over to 1954	1954 Sales	Estimated 1954 Contracts in Force
BARNES	2114	169	1945	102	2047
DICKEY	1234	157	1077	134	1211
GRAND FORKS	1637	232	1405	123	1528
LAMOURE	1542	173	1369	106	1475
PIERCE	976	117	859	66	925
RANSOM	1183	114	1069	68	1137
RICHLAND	1658	279	1379	275	1654
SARGENT	1106	191	915	71	986
STEELE	986	72	914	79	993
TOTALS	12,436	1,504	10,932	1,024	11,956



